

IN THE CLAIMS:

1. A shopping mall or other complex comprising:

at least one multi-level parking garage having a top floor thereon, wherein said parking garage is connected to or otherwise located at or near said shopping mall or

5 other complex;

a drive-in movie theater on said top floor, wherein said theater comprises a screen for projecting moving images thereon;

a short range radio broadcast sound system which enables movie-goers on said top floor to listen to movies on preselected channels on radios in their own cars,

10 wherein said sound system comprises multiple transmitters intermittently located on said top floor for sending broadcast signals through the air, wherein each transmitter is adapted to have an effective service range that does not exceed the maximum allowed for unlicensed use, which is 200 to 250 feet for AM broadcasts, and 35 to 100 feet for FM broadcasts; and

15 a control mechanism for controlling, adjusting and setting the frequencies of the signals transmitted by said transmitters, wherein said control mechanism is adapted to set transmitters located at different locations within said theater to different frequencies, to ensure that any one transmission by any one transmitter at any one frequency, as well as the entire transmission collectively, will not exceed the maximum transmission  
20 allowed for unlicensed use set by the FCC.

2. The mall or complex of claim 1, wherein said short range radio sound system is adapted to transmit an AM or FM broadcast on one or more preselected frequencies.

3. The mall or complex of claim 2, wherein each of said transmitters is adapted to broadcast radio signals through the air to cars located on said top floor without having to use any existing underground speaker wiring.
4. The mall or complex of claim 3, wherein said top floor of said parking garage is  
5 divided up into a plurality of predetermined areas, wherein each area has at least one transmitter capable of operating at the same or different frequency.
5. The mall or complex of claim 1, wherein said top floor has a first portion on which said screen is located, and a second portion on which a dwelling for housing a projector is located, wherein multiple inclined spaces on which cars can be parked for viewing  
10 said screen are positioned between said first and second portions on said top floor, and wherein food and drink services are provided within said dwelling on said top floor.
6. The mall or complex of claim 1, wherein said short range radio sound system is adapted so that only cars located on or substantially near said top floor of said parking garage are able to receive transmissions of said broadcast sound.
- 15 7. The mall or complex of claim 1, comprising a second parking garage with an events center on a top floor thereof, wherein said events center comprises an outdoor auditorium with stadium type seating.
8. The mall or complex of claim 7, wherein a restaurant and/or other establishment is provided adjacent said events center, wherein persons in said restaurant and/or other  
20 establishment can view activities taking place in said events center.
9. The mall or complex of claim 1, wherein said drive-in theater has a screen that is positioned in a manner which substantially prevents viewing from areas other than said top floor of said first parking garage.

10. A drive-in movie theater comprising:

a screen for projecting moving images thereon;

multiple spaces on which cars can be parked for viewing said screen;

a short range radio broadcast sound system adapted to broadcast the sound of

5 movies being shown in said theater on one or more frequencies, wherein persons in said cars at said theater are able to listen to movies on their own car radios;

wherein said sound system comprises multiple transmitters intermittently arranged in said theater to transmit broadcasts through the air to said cars, wherein each transmitter is adapted to send signals to a predetermined area within said theater;

10 and

a control mechanism for controlling, adjusting and setting the frequencies transmitted by said transmitters, wherein said control mechanism is adapted to set transmitters located in said areas to different frequencies, to ensure that any one transmission by any one transmitter at any one frequency, as well as the entire  
15 transmission collectively, will not exceed the maximum transmission allowed for unlicensed use set by the FCC.

11. The drive-in movie theater of claim 10, wherein said short range radio sound system is adapted to transmit an AM or FM broadcast on one or more preselected frequencies.

20 12. The drive-in movie theater of claim 10, wherein said short range radio sound system is adapted to have an effective service range that does not exceed the maximum allowed for unlicensed use, which is 200 to 250 feet for AM broadcasts, and 35 to 100 feet for FM broadcasts.

13. The drive-in movie theater of claim 10, wherein said short range radio sound system is adapted so that only cars located on or substantially near said top floor of said parking garage are able to receive transmissions of said broadcast sound.

14. A method of providing sound for movies in a drive-in movie theater comprising:

5 providing a screen for projecting moving images thereon and multiple spaces on which cars can be parked for viewing said screen;

providing a short range radio broadcast sound system with a control mechanism capable of broadcasting movie sound on one or more preselected frequencies, wherein said system comprises a plurality of transmitters for sending signals through the air,  
10 wherein each transmitter has an effective service range that does not exceed the maximum allowed for unlicensed use set by the FCC; and

setting said control mechanism to send signals at different frequencies, to ensure that any one transmission by any one transmitter at any one frequency, as well as the entire transmission collectively, will not exceed the maximum transmission allowed for  
15 unlicensed use set by the FCC.

15. The method of claim 14, comprising broadcasting said sound using an AM transmission, wherein each transmitter has an effective service range of no more than about 250 feet, or an FM transmission, wherein each transmitter has an effective service range of no more than about 100 feet.

20 16. The method of claim 14, comprising broadcasting said sound from said transmitters located on or above ground without having to use any existing underground speaker wiring.

17. The method of claim 14, comprising dividing said drive-in movie theater into a plurality of predetermined areas, each area having at least one transmitter for sending said short range signals to a plurality of cars located therein.

18. The method of claim 17, further comprising at least one transmitter in each area,  
5 wherein the areas and transmitters are located in a manner sufficient to enable each car in said theater to receive signals from said short range radio broadcast system.

19. The method of claim 18, further comprising transmitting signals at different frequencies from each transmitter to allow each car to receive said signals at the appropriate frequency.

10 20. The method of claim 17, comprising marking said areas with the appropriate frequencies to enable moviegoers in each of said areas to know what frequency to set their radios to listen to the movie sound.